

THE UNITED STATES PATENT AND TRADEMARK OFFICE

App. Ser. No.: 10/761,973

) Art Unit:
)

Inventors: Galley, M. et al.

) Examiner:
)

Filing Date: January 21, 2004

Title: **Internet Network Banner**

Mail Stop Non-Fee

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

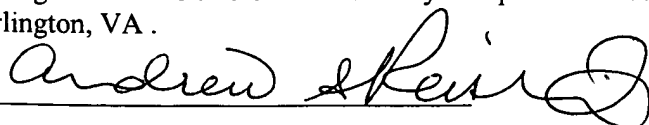
INFORMATION DISCLOSURE STATEMENT

Applicants respectfully submit pursuant to 37 CFR §§ 56, and 97 an Information Disclosure Statement (IDS), along with the form PTO/SB/08a and 08b (2 pages) non-US Patent cited art, for consideration in the above-referenced patent application. Applicants respectfully submit that this IDS is being submitted in a timely manner within three months of the date of filing of the patent application.

U.S. Patent Cited Art

1. U.S. Patent No. 6,379,251 granted April 30, 2002 for a system for increasing click-through rates of Internet banner advertisements through the delivery of banner ads having a user interactive gaming function.
2. U.S. Patent No. 5,695,400 granted December 9, 1997 for a method of managing user inputs and displaying outputs in a multi-player game that is played on a plurality of terminals on a network in a manner that compensates for differences in network latency among different terminals.
3. U.S. Patent No. 5,899,810 granted on May 4, 1999 for distributed game architecture to overcome system latency.
4. U.S. Patent No. 5,586,257 granted on December 17, 1996 for network architecture to support multiple site real-time video games.
5. U.S. Patent No. 6,196,920 granted on March 6, 2001 for online game playing with advertising.

I, Andrew S. Reiskind hereby certify that this document is being mailed via first class mail with sufficient postage with the USPS on this 13th day of April 2004 addressed to the Commissioner of Patents, Arlington, VA.



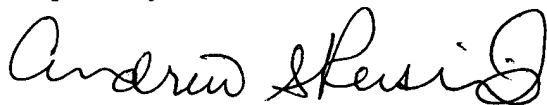
6. U.S. patent No. 6,267,675 granted on July 31, 2001 for an online advertising game.
7. U.S. patent No. 6,477,575 granted on November 5, 2002 for a system and method for performing dynamic Web marketing and advertising.

Non-Patent cited Art

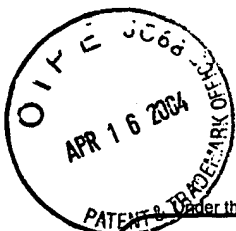
1. Press Release from Mindcomet Corp. dated January 22, 2004 disclosing an online game using a Flash communication server.
2. MediaPost's Media Daily News, "How to Play Games and Influence People: Advergaming Emerges as New Ad Option," January 15, 2004 discloses online games which incorporate advertising.
3. MediaPost's Media Daily News, "AOL Adopts Macro View of Instant Messaging, Deal enables Flash," November 21, 2003, discloses the incorporation of Flash software functionality into AOL's instant messenger service.
4. Press Release from Yahoo! Inc. dated October 22, 2001 disclosing Yahoo Instant Messenger environment which incorporates additional functionality into Yahoo's instant messenger functionality.
5. Press Release from Yahoo! Inc. dated August 15, 2002 disclosing Yahoo Instant Messenger environment which incorporates webcam functionality into Yahoo's instant messenger functionality.

Applicants respectfully request substantive examination of their application.

Respectfully Submitted



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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	10/761,973
Filing Date	01/21/04
First Named Inventor	M. Galley
Art Unit	
Examiner Name	
Attorney Docket Number	

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 5,586,257	12/17/96	Perlman, S.	
		US- 5,899,810	05/04/99	Smith, J.	
		US- 5,695,400	12/09/97	Fennel et al	
		US- 6,379,251	04/30/02	Auxier et al	
		US- 6,196,920	03/06/01	Spaur et al	
		US- 6,267,675	07/31/01	Lee, H.	
		US- 6,477,575	11/05/02	Koeppel et al	
		US-			
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

Examiner
Signature

Date
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	10/761,973
Filing Date	1-21-04
First Named Inventor	M. Galley
Art Unit	
Examiner Name	
Attorney Docket Number	

Sheet

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of

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		Press Release, MindComet Corp., Jan. 22, 2004, "MindComet Breaks the Mold with Upper Deck's New Breakey Online Game Featuring Real Time Play and Chat"	
		MediaPost's Media Daily News, "How to Play Games and Influence People: Advergaming Emerges as New Ad Options", Jan. 15, 2004	
		MediaPost's Media Daily News, "AOL Adopts Macro View of Instant messaging, Deal Enables Flash", Nov. 21, 2003	
		Press Release, Yahoo! Inc., Oct. 22, 2001, "Yahoo! Messenger Launches 'Imvironments' with Next Generation of Yahoo! Messenger Service"	
		Press Release, Yahoo! Inc., Aug. 15, 2002, "Yahoo! Messenger Launches Super Webcam Offering a Faster Higher-Quality Webcam Experience"	

Examiner
SignatureDate
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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